

ABSTRAK

**ANALISIS KEPUASAN WISATAWAN NUSANTARA TERHADAP JASA
TRANSPORTASI ANDONG WISATA DI KAWASAN MALIOBORO
YOGYAKARTA**

Fransiska Yunitasari
Universitas Sanata Dharma
Yogyakarta
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Tujuan penelitian ini adalah untuk (1) mengetahui karakteristik wisatawan nusantara, (2) mengetahui seberapa tinggi tingkat kepuasan wisatawan nusantara, (3) mengetahui perbedaan tingkat kepuasan wisatawan nusantara dilihat dari gender, asal daerah, pekerjaan, dan pendapatan (4) mengetahui atribut yang paling berperan dalam kepuasan wisatawan nusantara terhadap jasa transportasi andong wisata di Kawasan Malioboro Yogyakarta.

Penelitian ini merupakan jenis penelitian deskriptif yang dilaksanakan bulan Februari sampai Maret 2014. Populasi dari penelitian ini adalah seluruh wisatawan nusantara yang menggunakan jasa andong wisata di Kawasan Malioboro dan sampel 60 responden. Pengambilan sampel menggunakan metode *non probability sampling* yaitu sampling insidental. Data dikumpulkan menggunakan kuesioner. Uji instrumen berupa uji validitas dan reliabilitas hanya digunakan pada variabel kepuasan. Analisis data menggunakan indeks kepuasan pelanggan.

Hasil penelitian ini menunjukkan bahwa: (1) karakteristik wisatawan nusantara berdasarkan gender lebih didominasi oleh perempuan sebesar 88,33%, daerah asal didominasi wisatawan nusantara yang berasal dari daerah Jawa sebesar 58,33%, mayoritas wisatawan nusantara adalah mahasiswa/pelajar sebesar 61,67%, dan mayoritas wisatawan nusantara memiliki pendapatan per bulan antara Rp 500.000,00 sampai Rp 1.000.000,00. (2) Secara umum wisatawan nusantara tidak puas terhadap jasa transportasi andong wisata di Kawasan Malioboro Yogyakarta. Dari hasil analisis Indeks Kepuasan Pelanggan dapat diketahui bahwa 25% wisatawan nusantara sangat tidak puas dan 63,3% wisatawan nusantara tidak puas dengan jasa transportasi andong wisata di Kawasan Malioboro Yogyakarta. (3) Tidak ada perbedaan kepuasan wisatawan nusantara terhadap jasa transportasi andong wisata berdasarkan gender (*Asymp.Sig(2-sided)* 0,586 > α 0,05), daerah asal (*Asymp.Sig(2-sided)* 0,875 > α 0,05), pekerjaan (*Asymp.Sig(2-sided)* 0,932 > α 0,05), dan pendapatan (*Asymp.Sig(2-sided)* 0,198 > α 0,05) (4) Atribut yang paling berperan adalah keandalan pada jasa andong wisata. Hal ini disebabkan wisatawan nusantara lebih membutuhkan jaminan untuk bisa sampai ke tempat tujuan dan kusir mampu memenuhi janji yang diberikan sebelumnya kepada wisatawan nusantara.

ABSTRACT

THE ANALYSIS OF INDONESIAN DOMESTIC TOURISTS' SATISFACTION OF *ANDONG* FOR TOURISM TRANSPORTATION SERVICE IN MALIOBORO AREA, YOGYAKARTA

Fransiska Yunitasari
Sanata Dharma University
Yogyakarta
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This research aimed at: (1) identifying the Indonesian domestic tourists' characteristics; (2) identifying the degree of Indonesian domestic tourists' satisfaction; (3) identifying the degree of Indonesian domestic tourists' satisfaction reviewed from the genders, origins, jobs, and incomes, and (4) indentifying the most influencing attribute in the Indonesian domestic tourists' satisfaction toward the service of *andong* tourism transportation in Malioboro area, Yogyakarta.

This research was a descriptive research conducted from February to March 2014. The population of this research was all Indonesian domestic tourists who used the service of *andong* tourism transportation in Malioboro area and 60 respondents were drawn to be the samples of this research. The samples were drawn by means of non-probability sampling method, i.e. incidental sampling. The data were collected by means of questionnaires. The testing instruments, i.e. reliability and validity tests, were only employed to deal with the satisfaction variable. The researcher used the costumers' satisfaction index for the data analysis.

The results of this research showed that: (1) the characteristics of Indonesian domestic tourists based on gender were dominated by female tourists, i.e. 88.33%, the majority of Indonesian domestic tourists were those coming from Java, i.e. 58.33%, the Indonesian domestic tourists were dominated by university students, i.e. 61.67%, and the majority of Indonesian domestic tourists had the incomes between 500,000 IDR to 1,000,000 IDR; (2) generally, Indonesia domestic tourists were dissatisfied with the service of *andong* tourism transportation in Malioboro area, Yogyakarta, the result of costumers' satisfaction index showed that 25% of the Indonesian domestic tourists were strongly dissatisfied and 63.3% of the Indonesian domestic tourists were dissatisfied with the service of *andong* tourism transportation in Malioboro area, Yogyakarta; (3) there was no difference in the degree of satisfaction in terms of genders (*Asymp.Sig (2-sided)* 0.586 > α 0.05), origins (*Asymp.Sig (2-sided)* 0.875 > α 0.05), jobs (*Asymp.Sig (2-sided)* 0.932 > α 0.05), and incomes (*Asymp.Sig (2-sided)* 0.198 > α 0.05); (4) the most influencing attribute was the reliability of the service of *andong* tourism transportation services. This was because the Indonesian domestic tourists needed the guarantee that they would arrive at the destination safely and the *andong* driver was able to fulfill the deal that was given to the Indonesian domestic tourists before.